

Message Text

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E.O. 11652: NA

TAGS: PFOR, BU

SUBJECT: BULGARIAN OFFER OF TV PRIME TIME

REF: SOFIA 1383

1. AS REPORTED REFTEL, FOREIGN MINISTER MLADENOV HAS OFFERED US "FIVE TO TEN MINUTES" OF PRIME TIME ON BULGARIAN TV, RIGHT AFTER THE EVENING NEWS BROADCAST, TO TELL OUR STORY ABOUT AMERICA ON THE OCCASION OF THE BICENTENNIAL. THIS IS AN OPPORTUNITY WE SHOULD SEIZE WITHOUT DELAY. FOLLOWING ARE OUR RECOMMENDATIONS ON HOW THIS MIGHT BE DONE. USIA OF COURSE HAS EXPERTS IN PUTTING TOGETHER PROGRAMS OF THIS KIND; SO ALL WE CAN DO IS FURNISH GENERAL IDEAS.

A. SINCE THE TIME AVAILABLE IS SO SHORT (WE SHOULD ASSUME IT IS 10 MINUTES), WE SHOULD TRY TO HIT ONLY TWO OR THREE THEMES;

B. ONE OF THE THEMES MIGHT BE THE CONTINUING UPWARD MOBILITY OF AMERICAN SOCIETY, TO SHOW THAT WE NO LONGER HAVE A "PROLETARIAT" BECAUSE MOST AMERICAN WORKERS HAVE GRADUATED INTO THE MIDDLE CLASS. AN INCIDENTAL POINT MIGHT BE THAT DURING RECENT YEARS THIS HAS BEEN ES-

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PECIALLY TRUE OF AMERICAN BLACKS (ALTHOUGH THIS IS NOT

WORTH MORE THAN INCIDENTAL MENTION BECAUSE THE PROBLEMS OF THE BLACK MINORITY ARE NOT PERCEIVED HERE, DESPITE COMMUNIST PROPAGANDA, AS A MAJOR AMERICAN LIABILITY).

C. WHILE A LEAD-IN OF SOME FEATURE OF OUR BICENTENNIAL CELEBRATIONS MIGHT BE PICTORIALY EFFECTIVE, THE 10-MINUTE SHOW SHOULD NOT BE CONFINED TO THAT SUBJECT. IT IS OUR OPINION THAT WE CAN PLACE FILM CLIPS ABOUT THE BICENTENNIAL SEPARATELY WITH BTV IN THE PRESENT, PERHAPS TEMPORARILY, IMPROVED ATMOSPHERE. SUCH CLIPS WILL BE WELCOME SEPARATELY.

D. THE THEME OF THE GROWING AMERICAN MIDDLE CLASS MIGHT ALSO PROVIDE OPPORTUNITIES TO SHOW HOW MOST AMERICANS LIVE IN SINGLE-FAMILY DWELLINGS AND HAVE WHOLESOME FAMILY LIVES. (EXCESSES OF THE URBAN SCENE ARE A FAVORITE THEME OF BULGARIAN PROPAGANDA.)

E. THERE SHOULD BE AT LEAST ONE, AND PREFERABLY MORE, ADMISSIONS OF SOME AMERICAN FAILINGS OR PROBLEMS. ADMISSION OF FAILINGS AND PROBLEMS WILL INCREASE CREDIBILITY HERE.

2. MATERIAL SHOULD BE ON 16-MILLIMETER FILM. COLOR IS DESIRABLE BUT NOT ESSENTIAL SINCE ONLY A SMALL MINORITY OF SETS IN BULGARIA HAVE COLOR.

3. WE CAN DO THE BULGARIAN-LANGUAGE NARRATION HERE BUT WILL OF COURSE NEED SCRIPT TO GO WITH THE FILM. IN ANY CASE, IN ACCORDANCE WITH CONVERSATION WITH THE FOREIGN MINISTER, AMBASSADOR WILL DO AN INTRODUCTION IN BULGARIAN, POSSIBLY WITH MR. SLAVKOV IN THE ROLE OF MC.

4. FINANCES. WE WILL OF COURSE PROVIDE FISCAL DATA WITHIN OUR LIMITED BUDGET, BUT HOPE WASHINGTON CAN ASSIST.

5. SCHEDULING. WE NEED TO KNOW APPROXIMATELY WHEN TO EXPECT THIS MATERIAL, SO THAT BTV CAN SCHEDULE IT. WE WILL NEED TIME FOR VIEWING IT WITH BULGARIAN OFFICIALS. LIMITED OFFICIAL USE

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(IF THE MATERIAL IS TOO HEAVY-HANDEDLY PROPAGANDISTIC, THEY WILL NO DOUBT FIND WAYS OF RENEGING ON THE FOREIGN MINISTER'S OFFER.) PLEASE GIVE TENTATIVE ETA SOONEST. HERZ

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